



PRESS RELEASE

August 2007

Assima Secure First Deal in Far East

Assima Plc have secured their first contract in China, less than two months after announcing their expansion into the Asia Pacific region.

The deal with Ping An, the country's largest insurance company, will see the deployment of Assima's unique Software Simulation tool, the Assima Training Suite (ATS), for several internal HTML applications.

Shenzhen-Headquartered Ping An employs 40,000 full-time employees, 200,000 agents and operates more than 160 internal applications. The introduction of ATS is a result of Assima's new partnership with eLearn Consult Ltd - one of the leading e-Learning consultancies in the region.

ATS is a pioneering solution that has been widely welcomed in Europe and the USA, but has only recently become available in the Far East e-Learning market, following Assima's partnerships with ELC and Singapore-based Knowledge Platform.

Using Thin Clone Technology (TCT), ATS creates an environment so realistic that learners believe they are being trained on the live system, and Assima hopes that the application for HTML will be followed by new Proof Of Concepts (POC) on Ping An's pensions and other internal systems.

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Assima Plc is one of the most innovative companies specialising in educational software development and consultancy services for the deployment of complex, organisation-wide CRM and ERP systems for change management and IT training. It already has an international network of offices throughout the UK, Ireland, Denmark, Germany, Switzerland, France and the USA.

The partnership with ELC combines Assima's solutions and technology with ELC's local knowledge and consultancy experience within the Chinese e-Learning market. This combination is designed to offer added value to ELC's blue-chip customer base of Fortune 1000 companies, providing an opportunity to drastically reduce the cost and time associated with application roll-outs while improving user adoption and ROI from IT systems.

(290 Words)

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